

# **CALIFORNIA CHILDREN & FAMILIES COMMISSION**

**November 21, 2002  
Employment Development Department  
722 Capitol Mall  
Auditorium – 1<sup>st</sup> Floor  
Sacramento, CA 95814**

## **Agenda Item 1 -- Call to Order.**

- The meeting was called to order by Commissioner Belshé at 9:00 a.m.

## **Agenda Item 2 -- Roll Call.**

- Present were Commissioners Kim Belshe', Louis Vismara, Karen Hill-Scott and Elizabeth Rice-Grossman.

## **Agenda Item 3 -- Approval of Minutes, September 19, 2002 and October 17, 2002 State Commission Meeting.**

**Action by Commission:** The vote to approve the minutes passed unanimously.

## **Agenda Item 4 – Chairperson's Report**

- Commissioner Belshe' reported on the following:
  - Staff is in the process of developing a large-scale media launch for the First 5 Commission's School Readiness Initiative. Several press conferences will be held at various school readiness sites throughout the State.
  - CBO outreach program materials are on display here today.
  - Jane Henderson and Commissioner Belshe' met with members of the Packard Foundation to discuss potential partnerships.
  - Revenue forecasting: New forecasting model is an important tool for providing comprehensive, analytically based, revenue projections to the county commissions.
  - Board of Equalization: Prop. 99 backfill is proposed at \$21M, approximately \$4M less than last year.
  - Annual fiscal audit of the state Commission has been completed. Copies of the audit are available.
  - Advisory Committee on Diversity: The Committee is developing an implementation plan in order to help implement the principles developed by the Committee and adopted by the Commission. Carlene Davis and

Whit Hayslip have agreed to serve on the Statewide Evaluation Oversight Committee.

- Karen Hill-Scott has accepted the responsibility to head the First 5 LA's effort to provide universal preschool in Los Angeles County.
- The Orange County site visit was a very positive experience.

#### **Agenda Item 5 – Executive Director's Report**

- Jane Henderson reported on the following:
  - The recent transfer of knowledge symposium to support and promote quality inclusive childcare was very successful. The symposium was sponsored by the Child Development Policy Advisory Committee. The Commission was a funding and planning partner for the event.
  - As a result of the study tour last spring sponsored by the French American Foundation to visit the French preschool system there will be a conference held in Chicago on December 12<sup>th</sup> and 13<sup>th</sup>.
  - Staff is working with the San Mateo and Los Angeles Commissions and the Packard Foundation to plan a day long session to discuss the concept of 'getting started' with universal preschool. The Packard Foundation has funded a feasibility study for San Mateo County.
  - School Readiness Initiative: The initiative is moving forward with great speed and success. Staff has received applications from 16 county commissions for another 36 school readiness programs. There are approximately 100 school readiness programs in operation.
  - The next edition of the building blocks newsletter will be released shortly. This edition will focus on Universal Preschool.
  - The hiring freeze is still in effect, as such, the Commission is considerably understaffed. Without relief, staff will recommend an adjustment of the current workload.

#### **Discussion:**

- Commissioner Belshe' asked for the status of the hiring freeze. Joe Munso informed the Commission that there have been discussions with the Governor's office without signs of relief.
- Commissioner Vismara asked if a bill had been considered to exempt the Commission and similar programs from the freeze. Joe Munso stated that that has not yet been considered.

#### **Agenda Item 6 – California Children and Families Association Report**

- Pat Wheatly reported on the following:

- The Association recently hosted a panel on informal child care. Providers from several counties spoke of their experiences with informal care.
- The Association continues to work closely with the state evaluation project.
- The Association had a presentation from the Packard Foundation concerning paying for childcare facilities.
- The Association is in the process of setting up the technical assistance process regionally.
- There will be a December meeting held in Palm Springs.
- The Association is working to encourage county commissions to respond to the survey regarding adoption of Principles on Equity.

Discussion:

- Commissioner Belshe' asked how many county commissions have changed their names to reflect the First 5 title. The Commission was informed that 35 counties have made the change.

**Agenda Item 7 – Consent Calendar**

- The consent calendar was approved as presented.

**Agenda Item 8 – Informal Child Caregiver Support Focus Area**

- Emily Nahat presented this item. A summary of the presentation follows.
  - First 5 Informal Child-Caregiver Support Project
- Summary
  - This is an action item to approve \$10 million over four years for the First 5 Informal Child-Caregiver Support Project.
  - Services and programs to improve informal child-caregivers' ability to foster children's school readiness.
- Project Goals
  - The Informal Child-Caregiver Support Project is designed to support services and programs that will lead to improvements in the quality of care of young children in informal care. Specifically, the project goals are to:
    - Identify and provide effective on-the-ground and culturally and linguistically appropriate outreach strategies for engaging informal child-caregivers in School Readiness Initiative communities, including those who do not receive public subsidies.
    - Identify interests and needs of informal child-caregivers in School Readiness Initiative communities as well as related resources in the field in order to build on existing infrastructure and materials and

- ensure that CCFC strategies do not duplicate other efforts.
  - Determine what strategies are successful and how strategies must be tailored to meet the needs of different categories of informal child-caregivers (e.g., intentional vs. circumstantial). Specifically, do the strategies employed to educate/support child-caregivers:
    - Avail them to more resources that they use over time?
    - Prove useful/attractive to “circumstantial” caregivers?
    - Modify knowledge, attitude, and/or behavior in the child-caregiver?
    - Have a positive effect on the child in the several school readiness development domains?
  - Improve informal child-caregivers access to training, education materials and opportunities provided by the California Department of Education (CDE), the Department of Social Services (DSS), and other entities.
  - Determine whether investments in this target group have any advantage over general investments in parent education and public engagement strategies, especially considering the high turnover rate among informal child-caregivers.
- Proposal
  - Fund one or more entities to perform the following and other related activities:
    - Focus Groups
    - Supplemental Materials Packet
    - Resource Guide
    - Technical Assistance
  - Funding Request: Up to \$2 million total over 4 years. These first four activities, however, may be performed through an existing contract using currently available funds.
  - Focus Groups - conduct focus groups and interviews throughout the state with informal child-caregivers in School Readiness Initiative communities to identify their interests and needs, to identify effective and culturally and linguistically appropriate outreach strategies for engaging them, and to provide feedback on materials for a supplemental packet.
  - Supplemental Materials Packet - collect, review, and select supplemental educational materials to include in a packet to be used by informal child-caregivers to increase caregivers’ knowledge in how to support the physical, social/emotional, and cognitive development and school readiness of young children.
  - Resource Guide - produce a program resource guide for County Commissions, School Readiness programs, and other program

- administrators on effective and promising/best practices for reaching and educating informal child-caregivers.
  - Technical Assistance - provide technical assistance and training to all County Commissions, School Readiness programs, and other partners to support those interested in developing or enhancing their own informal child-caregiver support programs.
  - Implementation Components to be Considered at a Future Date:
    - Increase the supply of the Kit for New Parents.
    - Produce and distribute supplemental materials for an informal child-caregiver packet to include with the Kit for New Parents.
    - Demonstration Projects.
    - Funding Request: Budget of \$8 million for Future Components
- Research and Evaluation
  - Each funded component will include program evaluation.
  - Any research component will be presented as part of CCFC's overall research agenda.
- Interface/Impact on Other Programs
  - CDE's License-Exempt Provider Project.
  - Material exchange and distribution through CCFC and county level education and support programs.
  - Use of CCFC focus groups by DSS, CDE, the Child Care Resource & Referral Agencies, the Local Planning Councils, and others.
  - CCFC work related to the Informal Child-Caregiver Support project will support other agencies' work and help link and direct services to the population the CCFC is interested in serving.
  - First 5 Informal Child-Caregiver Support Project

Discussion:

- Commissioner Hill-Scott expressed concern that nothing in the proposal explicitly calls upon the expertise of the organizations that have been on the front line of this issue for the past 20 years. The contractors should have explicit directions to work with those organizations.
- Commissioner Vismara expressed concern over the funding allocation. The Commission was informed that approximately \$10M per project was deemed reasonable initial planning estimate.

**Action by Commission:** The motion to approve the above item passed unanimously.

## **Agenda Item 9 – Oral Health Focus Area**

- Emily Nahat presented this item. An outline of the presentation follows.
- First 5 Oral Health Initiative
  - This is an action item to approve \$10 million over four years to support the First 5 Oral Health Initiative.
  - Goal: To significantly reduce the incidence of dental decay in young children.
- Improvement Areas
  - Dental and medical provider education, and training to provide more preventive oral health services for young children.
  - Parent, caregiver and general community education to have a better understanding of the importance of oral health for young children.
- Design
  - Based on broad input, analysis of existing programs and review of data and the literature.
  - Input from the Dental Workgroup composed of representatives of the County Commissions, which surveyed its membership on the Oral Health Discussion Paper (July 2002) and gathered data on oral health projects funded locally.
  - The Oral Health Advisory Committee will provide ongoing input.
  - Committee membership will include representatives from:
    - County Commissions
    - Advisory Committee on Diversity
    - Dental and Medical Providers
    - Clinics
    - Training Institutions
- Two Proposed Projects
  - Education and Training Project -- \$7 million total for four years
    - Provider Education and Training Program
    - Consumer Oral Health Education Program
  - Insurance-based Demonstration Project – \$3 million total for three years
- Education and Training Project
  - Provider Education and Training Program
  - Consumer Oral Health Education Program

- Funding: \$7 million total for four years—of which a minimum of \$1 million will support the Consumer Oral Health Education Program
- Provider Education and Training Program
  - Types of Providers
    - Dental Providers: general dentists, dental hygienists, and dental assistants
    - Medical Providers: primary care physicians, mid-level practitioners, and nurses
  - Desired Outcomes
    - Education: 75% of dental provider community and 50% of medical provider community
    - Training: 30% of dental provider community and 20% of medical provider community
  - Training levels
    - In-service training: Local and Regional training opportunities for the current pool of practitioners
    - Pre-service training: Partnerships with Training Institutions
  - Education and Training Efforts
    - Knowledge, attitudinal and/or behavioral objectives
    - Different types of training—with varying intensity, formats and use of different modalities—e.g., train-the-trainer, distance learning, CD/web-based, and other interactive learning opportunities.
  - Consumer Oral Health Education Program
    - Desired Outcome
      - To increase awareness and knowledge of parents and other caregivers, families and community service providers about the importance of early oral health care for young children and about the necessary actions needed to prevent dental decay.
  - Target Audience
    - Patients and clients of the providers trained through the Provider Education and Training Program
    - Other parents and caregivers served by First 5 California programs and other programs serving young children and pregnant women.
  - Tasks and Deliverables
    - Identify key oral health messages
    - Review existing materials, including those produced by the State and County Commissions (e.g., Parent Kit)
    - Select materials and develop a limited number of new materials

- Distribute through trained providers, First 5 programs and other programs
- Insurance-based Demonstration Project
  - Desired Outcomes
    - Increase utilization of preventive dental benefits
    - Increase the capacity of medical and dental providers to serve the oral health needs of young children
    - Increase access for young children in rural and frontier areas to dental services
  - Funding: \$3 million total for three years with the leverage potential of an additional \$6 million federal match
  - Through our partnership with Managed Risk Medical Insurance Board, these demonstration projects will be conducted through Dental Plans in partnership with:
    - Dental providers
    - Clinics
    - Hospitals
  - Possible Demonstration Strategies
    - Provision of Accessible Mobile Dental Services
    - Case Management
    - Rate Enhancements
    - Hospital-based or Surgical Center Dentistry
    - Tele-health/telemedicine Networks
- Future Funding Considerations
  - Policy and Advocacy
  - Public Education Campaign
  - Kit for New Parents
  - Research
- Summary
  - Education and Training Project – Provider Education and Training Program and the Consumer Oral Health Education Program
    - \$7 million total for 4 years
    - Insurance-based Demonstration Project
    - \$3 million total for 3 years
    - TOTAL: \$10 million

## **Discussion:**

- Commissioner Vismara stated that he would like to see a specific portion of the funding allocated to supporting children with disabilities and other special needs.



- Commissioner Belshe' spoke of a need to emphasize particular funding areas, but through a flexible implementation plan.
- Commissioner Hill-Scott suggested setting aside space in the training model for outreach to special needs families, service delivery and publication of consumer materials if you have a special needs child. Emily Nahat stated that staff could target those providers who are already serving children with special needs.
- Karen Hill-Scott suggested focusing on the training of middle tier providers, e.g., public health nurses. The existing pool needs to be expanded.
- Commissioner Vismara re-emphasized a 15% set aside for children with disabilities or other special needs.
- Consensus of the Commission was that a purpose of the training was to broaden the available services available to children with disabilities and special needs through training those providers who do not currently have this as a focus.
- Commissioner Hill-Scott suggested a review process to guarantee that the needs of the special needs community are being addressed.

**Action by Commission:** The motion to approve the above item passed unanimously.

Public Comment:

- Karen Blinstrub, Santa Clara County CFC, re-emphasized the importance of integrating this proposal with services that are already being provided. It is the experience of the Santa Clara County CFC that their local dental providers do not serve children with disabilities and other special needs. Ms. Blinstrub requested the Commission consider using the demonstration project to serve Healthy Kids clients as well as Healthy Families kids Program.
- Laura Roberts, Regional Oral Health Project, encouraged the Commission to move forward with this proposal.
- Pat Wheatly encouraged the support of the project. Ms. Wheatly strongly suggested that the proposal build upon existing services. Ms. Wheatly emphasized the importance of coordinating with the CHDP doctors.

### **Agenda Item 10 – Media Campaign**

- Nicole Kasabian introduced this discussion item. Roy Behr presented the report.
  - Key findings of statewide survey
    - Getting children ready for kindergarten is seen as an important goal
    - Rate the importance of each goal on a scale of 1-100 (Mean/Median)
      - Ensure children start kindergarten ready (82.4/93)

- Improving quality of public schools (81.6/92)
- Get needed health care (81.0/93)
- Help special needs children do their best (83.4/91)
- Are you generally satisfied, or are major changes and improvements needed? (Satisfied/Changes needed)
  - Quality of public schools (21% / 72%)
  - Get needed health care (24% / 71%)
  - Help special needs children do their best (31% / 51%)
  - Ensure children start kindergarten ready (41% / 48%)
- Is California doing too much, too little, or the right amount to meet the needs of... (too little/too much; just right)
  - Adolescents/teens (55% / 35%)
  - Seniors/elderly (49% / 37%)
  - Children w/ disabilities (40% / 38%)
  - Children 0-5 (40% / 45%)
- What are the most important needs of children 0-5? What should California be doing to help? (open-ended question) (All/African Americans/Latinos)
  - Education, preschool (29% / 37% / 35%)
  - Health care (21% / 17% / 20%)
  - Child care (20% / 27% / 12%)
  - Parenting help (8% / 10% / 7%)
  - Nutrition (6% / 6% / 4%)
- At what age should organized education be available to all children on a voluntary basis? (All / African American / Latinos / 18-29 / 30-44 / 45-59 / 60+ )
  - 4 and under (48% / 64% / 56% / 62% / 50% / 45% / 30%)
  - 5 and over (48% / 34% / 41% / 35% / 46% / 54% / 62%)
- Which Statement comes close to your view? ( All / African American / Latinos)
  - Parent's choice and responsibility (19% / 9% / 11%)
  - Funding for low-income children (30% / 27% / 30%)
  - Government funded preschool available to all (49% / 61% / 57%)
- Which statement do you agree with more? (All / African Americans / Latinos)
  - CA should not take on new responsibilities until it does better with K-12 (29% / 17% / 17%)
  - Universal preschool is a priority; will help improve K-12 (67% / 79% / 80%)
- Which are the best names for describing the experiences that help children 0-5 start kindergarten ready to do their best in school?

- Early learning 35%
- Ready for success 28%
- Ready for school 21%
- School readiness 14%
- Ready for kindergarten 13%
- Which benefits are most important?
  - More children able to read well 28%
  - Improved performance in K-12 23%
  - More confident attitudes about school 20%
  - Lower dropout rates 15%
  - Better able to get good jobs 12%
  - Reduction in juvenile crime 12%
  - Less teen pregnancy 9%
- SUMMARY
  - There is considerable support for early education efforts, but little demand.
  - People understand early education pays dividends, especially in K-12.
  - A large group still needs to be informed about the benefits of state-provided universal (as opposed to means-based) preschool.
- The Ad Campaign
  - Next Phase
- Strategic Imperatives
  - Create demand by creating awareness of problem
  - Portray early education as a means to an end, not an end
  - Continue parental education
  - Make case for universal early education
  - Break the perception that “education” starts at five
- Goals for next phases
  - Increase awareness that state should do more to help children 0-5
  - Reduce the age at which people believe the state should offer organized education
  - Begin to communicate that responsibility to early learning cannot rest solely with parents
- Timeline
  - Scripts to review group: December
  - Shoot: January
  - Possible release of print ads: February

- Target release of TV, radio ads: March

#### Discussion:

- Commissioner Karen Hill-Scott asked if new grandparents were going to be defined as a high priority group. Mr. Behr stated that this notion should be considered further. Commissioner Hill-Scott stated that the target age is from 45 to 65.
- Commissioner Vismara stressed the importance for education of parents. Commissioner Vismara emphasized the need to address emotional/behavioral factors in early development. Commissioner Vismara stated that a medical model should be developed describing the normal development of children.
- Commissioner Vismara asked Mr. Behr to comment on the plight of children in California. Mr. Behr stated that when people consider the plight of children they associate that with adolescence. It should be the job of the campaign to change that association.
- Commissioner Hill-Scott emphasized the importance of stressing the need for a strong foundation.

#### **Agenda Item 11 – Community-Based Organization (CBO) Update**

- Nicole Kasabian and consultants from Roger’s and Associates presented this item. A summary of the presentation follows.
- CBO Program Overview
- Three Outreach Approaches
  - Paid Media
    - Multi-cultural advertising campaign aimed at general public and parents/caregivers
    - Provide actionable information/“teaching moments”
  - Earned Media
    - Educate parents/caregivers about importance of early years
    - Empower parents/caregivers to act on what they learn
    - Recast school readiness as public policy priority
  - CBO Grant Program
    - Connect with audiences who are not reached by First 5 California’s paid or earned media campaigns
    - Provide highly personalized interaction through an emphasis on one-to-one outreach activities
    - Connect parents and caregivers with in-language materials and local resources (Equity Principles: Access to Services)

- Improve public awareness of early childhood development at a grassroots level (Equity Principles: Inclusive Governance and Participation)
  - Why is the CBO program important?
  - Allows First 5 California to partner with CBOs that:
    - Know audiences' language
    - Know audiences' culture
    - Have an understanding the services available in remote regions
    - Reach target populations across county borders
    - Have earned the trust of the audiences
      - Have a track record of providing services and information of value
- CBO Grant Program Structure
  - First 5 California:
    - Provided funding (\$12 million) over two years
    - Established regional allocation structure
      - Ensured local knowledge of each community drives decision making
      - Allows for cross-county outreach within each region
    - Set aside \$600,000 gap fund
  - Task Force developed program structure
  - Regional Committees made funding decisions
  - Rogers & Associates makes grant payments and administers program
  - Role of State Commission
    - Reviewed Task Force recommendations
    - Determined funding allocations
    - Finalized master RFP components
    - Oversees program administration
  - State Commission Representatives
    - Kim Belshé
    - Sandra Gutierrez
  - Role of Task Force
  - Formulated recommendations relating to CBO program and master RFP development
    - RFP timeline
    - Program target audiences
    - Funding allocations
    - Overarching program messages
    - CBO outreach activities
    - CBO qualifications/selection criteria
    - Review panel and scoring criteria
    - Program evaluation

- Task Force Members
  - Deborah Ching – Executive Director, L.A. Women’s Foundation
  - Carlene Davis – First 5 California Advisory Committee on Diversity
  - Mark Friedman – CCAFA Media Comm. Chair, Alameda County Executive Director
  - Lizanne Fleming – CCAFA, Communications Director, L.A. County
  - Reinaldo Galindo – First 5 California Advisory Committee on Diversity
  - Rafael Gonzalez – Executive Director, Public Allies
  - Maria Quezada – Executive Director, California Association for Bilingual Education (CABE)
  - Marie Young – Senior Program Manager, Packard Foundation
- Role of Regional Committees of County Commissions
  - Determined and developed local priorities and messages
  - Customized RFP in conjunction with Rogers & Associates
  - Recommended Review and Selection Panel members
  - Reviewed applications and selected CBOs
  - Determined size of individual grants
- Review of Proposals and Selection Process
  - Selections were made by a regional Selection Panel that included:
    - Staff from County Commissions
    - Non-conflicted CBOs
    - Foundations
- Rogers & Associates (with ethnic outreach partners IW group, Inc. and Bauman Curry & Co. and UCLA)
  - Issued RFPs in conjunction with Regions, publicized RFP release and handled responses
  - Convened regional meetings
  - Developed administrative/financial systems and issued payments to contracted CBOs
  - Worked with State Commission staff to develop CBO materials in 10 languages
  - Established materials fulfillment system
  - Developed and conducted trainings
- Rogers & Associates (with ethnic outreach partners IW group, Inc. and Bauman Curry & Co.)
  - Provides technical assistance to CBOs
  - Monitors CBO progress to ensure successful implementation and completion of projects

- Results to Date
  - Conducted 20 customization meetings with 10 Regional Committees
  - Customized 10 RFPs to reflect local priorities (one per Region)
  - Mailed grant opportunity notifications to more than 25,000 CBOs
  - Placed ads in community papers and philanthropic journals in all 10 Regions, totaling approximately 190 publications
  - Distributed press releases in English and Spanish to more than 300 publications
  - Conducted 14 Regional Bidders Conferences
  - Received 360 grant applications totaling more than \$54 million
  - Convened and facilitated 10 two-day Regional Review and Selection Panels
  - First 5 California's CBO Program, referred to as the First 5 California Community Action Network, is now operating throughout California
  - Awarded more than \$11.2 million in grants
  - Completed contracts with 151 CBOs
  - In each region, conducted day-long training sessions on brain development (facilitated by UCLA) and overall program administration for all funded CBOs
  - Developed and distributed educational materials in 10 languages
  - CBOs reaching (at a minimum) 1.6+ million parents and caregivers
  - CBOs conducting outreach in approximately 38 languages
  - Trusted organizations conducting outreach in a highly personalized and culturally appropriate manner
  - Funded CBOs include:
    - faith-based organizations
    - Refugee and immigration advocates
    - Migrant/farmworker groups
    - Family Resource Centers
    - Child care resource and referral agencies
    - Special needs
    - Educational organizations
    - Family services
    - Libraries
    - Health and Human Services
    - Mental health organizations
    - Child development centers
    - Children and youth services
    - Advocacy groups
  - Outreach tactics include:
    - Community event and festival participation
    - One-on-one outreach via home visits and canvassing
    - Small and large group presentations

- Message sharing during food pantry delivery
  - Interactive radio talk shows
- Outreach tactics include:
  - Neighborhood block parties
  - “Baby showers”
  - Puppet shows in indigenous languages
  - “Teatime” information table at churches
  - Outreach at grocery stores and beauty salons
- Overarching messages mirror the media campaign
  - Everyday learning moments—read, talk and play
  - Family safety
  - Oral health
  - Prenatal and perinatal care
  - Effects of smoking and substance abuse
  - Quality child care
  - Health care
  - Breastfeeding
  - Literacy
- Next Steps
- Gap Funding Process
  - Analyze data to determine populations not reached through current outreach efforts
  - Will be reported at January State Commission meeting
  - Determine which organizations will be invited to apply
  - Determine focus and scope of RFP
  - Issue RFP
  - Early 2003
  - Conduct review and selection

Discussion:

- Commissioner Belshe’ asked why the Commission should not simply grant these resources to the counties to advance very local, neighborhood based activities. What about the state just having a re-granting program administered by the Commission? Ms. Kasabian informed the Commission that staff would be able to address these issues more fully in 12 to 20 months.
- Commissioner Hill-Scott asked when outcomes would be available. Ms. Kasabian stated that reports are part of the contract. There will be 3 reports over the next 20 months.
- Commissioner Hill-Scott noted that there are not a lot of child development CBO programs on the list. The Commission was informed that because this is an outreach program, the more service oriented child development programs



- were less interested in outreach.
- Commission Hill-Scott suggested that service demographics be collected.

## **Agenda Item 12 – Evaluation Update**

Patricia Skelton presented this discussion item. An outline of the presentation follows.

- Statewide Data Collection and Evaluation
  - The statewide evaluation, like Proposition 10, is a complex multidimensional, multilevel, and multi-site project. It should be noted that the following slides highlight specific components of the evaluation process that are important to the overall comprehensive evaluation design.
- What is happening in the statewide evaluation process?
  - Indicator Survey
  - School Readiness Pilot
  - Data Confidentiality Workshops
  - Annual Report
  - Comparison, Cost-Benefit, and Sustainability Studies
  - Proposition 10 Evaluation Data System (PEDS)
  - Web site: Prop10evaluation.com
- Indicator Survey
  - 100% return rate from counties
  - Preliminary findings were shared/discussed with SEOC in November
  - Will help guide selection of ...
    - Participant level indicators
    - Elective indicators
    - Systems change indicators
    - Population-based data
    - Recommendations of “core” indicators will be presented at the January Meeting
- School Readiness Pilot
  - 14 counties have volunteered to participate.
  - Good representation of counties of varying sizes, demographics, and resources
  - Pilot parent interview
  - Pilot teacher assessment tool
  - For the pilot, parent interviews will be conducted in English, Spanish and Hmong
  - Data collection will be conducted in Nov. and Dec.
  - Refine design based on findings of pilot

- Additional data collection tools being reviewed
- 2001-2002 Annual Report
  - SRI will complete Annual Report to the Governor and Legislature that includes:
    - (1) Synthesis of data and information from the county annual reports.
    - (2) Produce county commission 1-2 page profiles and aggregate data on county activities.
    - (3) Synthesis of annual evaluation reports from state-funded projects and initiatives.
- Confidentiality Workshop
  - Dates and locations:
    - November 7: Redding
    - November 14: San Diego
    - November 19: Sacramento
  - Copies of agenda and reservation forms available on the Prop. 10 Evaluation website.
  - Will address general confidentiality issues and specific information on data sharing in the context of the statewide evaluation.
- Special Studies Design Process
  - In November and December county commissions and State Commission staff will have an opportunity to discuss and recommend potential research questions for the comparison, cost-benefit, and sustainability studies
  - SEOC (Statewide Evaluation Over-Sight Committee) will review/refine recommendations
  - Recommendations will be brought to the Commission for final approval.
    - Proposition 10 Evaluation Data System (PEDS)
    - SEOC reviewed draft design on Nov. 4
    - Pilot test with select counties in December
    - Will be available to all counties by Jan. 1
    - Training to counties will be provided at regional meetings and by technology coaches.
    - Data will be disaggregated.
- Web site and Email
  - Web site: Prop10evaluation.com
    - New information being added weekly
    - Coming on-line in November 2002:

- Messaging System
  - Calendar Event Management System (CEMS)
- What other types of research are we doing?
  - Public Opinion Survey: Child Care and Early Childhood Education
  - Training and Retaining Early Care and Education Staff
  - Kit for New Parents
  - GIS
  - Research Agenda
- POS: Child Care and Early Childhood Education
  - Parents (0-5 years) and General Public
  - Five Key Areas:
    - Beliefs and views of parents regarding child development, childcare, and early education
    - Childcare arrangements of CA children
    - Childcare provider characteristics valued
    - A comparison of views and beliefs held by parents and the general public
    - The level of support for various strategies and policy options
- Training & Retaining Early Care and Education Staff
  - Two Projects: Matching Funds and Training/Retention
  - General research questions: To what extent does the project...
    - recruit more, and more diverse individuals ?
    - include effective supports that address barriers inhibiting progress or completion of training?
    - offer supports that are effective in retaining teachers and providers in the field?
    - Effectively build on local and statewide capacity and infrastructure with a clear plan for collaboration?
- Kit for New Parents
  - Process Evaluation
    - Methods used across 58 counties to distribute kits
    - Qualitative study on the ways the kit is used within families and communities of diverse backgrounds and situations
  - Outcome Evaluation
    - Pilot study on kit recipients only (pre/post)
    - Longitudinal assessments of mothers in a kit recipient group and a comparison group of mothers who did not receive the kit.

- GIS
  - The (GIS) displays overlaying maps of risk factors, resources, and information at state and county levels.
  - Currently on our GIS map:
    - 0-5 population
    - Inadequate prenatal care
    - Obstetricians, pediatricians, and family practitioners
    - Schools, school districts and SR target schools
  - Layers ready to be placed:
    - Race/Ethnicity
    - Teen birth
    - Low income births
    - State preschools
    - Healthy Start Sites
- Research Agenda
  - Recommended Next Steps:
  - Request Commission appoint two Commissioners to assist staff in developing a plan and criteria for an applied research agenda which will support the Commission's goals and priority areas [i.e. Focus Areas, Master Plan, Policy Development, effectiveness of state commission activities.]
  - Discuss proposed research agenda at our February meeting in conjunction with our strategic plan.

### **Agenda Item 13 – Kit for New Parents**

Emily Nahat presented this discussion item. An outline of the presentation follows.

- Kit for New Parents
  - Summary of Request
    - Approval to release an RFP to competitively bid the Kit for New Parents Project for an approximately three-year supply of the Kit
  - Project Goal
    - Increase the child development knowledge of new and expecting parents, and other interested individuals who are responsible for serving young children
  - Primary Objectives
    - Distribute the Kit for New Parents to all new and expecting parents
    - Ensure that the materials are in accordance with the latest information, evidence-based practices and laws
    - Establish a fulfillment system that supports the recommended distribution avenues

- Assess the effectiveness and the distribution process on an ongoing basis
- Background
  - 257,812 Kits were ordered October 2001 through June 2002 (9 Months)
  - 100,000 Kits have been ordered through counties July 2002 through September 2002 (3 months)
  - The media campaign July through September 2002 created a surge of individual orders to our 800-hotline number that totaled almost 100,000 (3 months)
  - Counties have over 2,000 distribution partners; 900 are in Los Angeles alone
  - The initial quantity of 1,000,000 Kits approved was based on the birth rate in California from 1999 (518,000)
  - The popularity of the Kit has strained the Office of State Publishing's ability to fulfill orders on a timely basis
- Scope of Work
  - Manage the comprehensive Kit project
  - Handle production, procurement and fulfillment for Kits in all approved languages
  - Provide an ordering and fulfillment management reporting system that utilizes multiple means of placing orders
  - Provide the capacity to sell Kits
  - Provide accurate inventory and distribution tracking
  - Assess Kit content using a panel of experts, data from parent focus groups, and evaluation data and adapt contents
  - Provide a training program for providers distributing the Kits
  - Develop, design, and produce marketing materials for the Kit
- Population
  - Families with children prenatal to five
  - Initial languages: English and Spanish
  - First set of language/ cultural adaptations (proposed): Chinese (Mandarin and Cantonese), Korean and Vietnamese
  - Staff may recommend future distribution to informal child-caregivers
- Kit Quantity for Bid Purposes
  - A floor of 250,000 Kits per year (number of births to first-time mothers)
  - A ceiling of approximately 500,000 Kits per year
  - Cost information on producing more than 500,000 Kits per year

- Time Frames
  - The initial production of the Kit for New Parents was for two years with production of 1 million Kits
  - The RFP will be for three years to establish and maintain operational stability for such a comprehensive project
- Evaluation
  - Final report due in January 2004
  - Interim report will be available for review in January 2003
  - The interim report is a comparison of mothers who received the Kit and mothers who did not receive the Kit
- Preliminary Evaluation Results
  - Knowledge gain was significantly higher for Kit mothers relative to comparison mothers regardless of birth status or preferred language. Women who were pregnant when they were recruited and women who preferred the Spanish Kit when they were recruited showed the largest knowledge gains
  - Substantial positive effect of the Kit on mothers' knowledge of parenting best practices and available resources
  - The Kit's effect is twice as large as knowledge effects typically reported for other parenting education and support programs
- Cost
  - Current cost of each Kit, approximately \$18, could be used to estimate first year costs
  - In first year, staff proposes no changes to the Kit
  - Cost will vary depending on the components of the Kit in years 2 and 3
- Interface/Impact on other projects
  - Project is dependent upon many partnerships to ensure widespread and effective distribution of the Kits at the local level
  - County Commissions currently serve as the primary distribution agent
  - A separate RFP will be issued to develop the language and cultural adaptations to the Kit, but efforts will be coordinated

#### **Discussion:**

- Commissioner Vismara suggested a discussion on distribution enhancement. The Commission was informed that staff has held discussions on this topic.
- Commissioner Belshe' asked how the gaps and special needs will be addressed in the kit. The Commission was informed that baseline research should be done to determine what those needs are

- and if they could be met through kit components.
- Commission Hill-Scott noted that the kit could play a significant role in the Commission's 0-3 agenda.

#### **Agenda Item 14 – School Readiness Technical Assistance**

Roberta Peck presented this discussion item. An outline of the presentation follows:

- Summary of Request
  - Continue the Interagency Agreement with UCLA'S Center for Healthier Children, Families and Communities to provide support for the launch of the School Readiness Program Statewide for approximately one year at \$675,000
- Primary Goals
  - Support a unified vision for SR Programs statewide
  - Promote research based and promising practices across the 5 'Essential and Coordinated Elements'
  - Integrate the Equity Principles
  - Meet county needs to build local capacity
- Delivery Strategies
  - Direct consultation to County Commissions
  - Development and dissemination of tools and resources on the 5 'Essential and Coordinated Elements' through regional meetings, listserv, and website
  - Networking among County Commissions and School Readiness Programs
- Collaborative Process
  - CCAFA TA Committee assisted with the development of workplan and deliverables; created process for on-going input and review
  - County Commission surveys on SR TA
  - Representatives from four County Commissions participate in SR TA Sub-Committee; bimonthly conference calls
  - Plan to collaborate and coordinate with new Regional Technical Assistance efforts
- Strategy: Materials Development and Dissemination
  - 2 New Toolkits (brief report, power point, resources)
  - Update and modify current SR Toolkits and How to Get Started Guide
  - Purchase and distribute local Resource Guides for Counties
  - Update Website
- Strategy: Information Sharing and Networking
  - Deliverables

- Coordinate 2 regional meetings ( 4 locations) with site visits to SR Programs; continuing education credit; video
- Work to develop and implement two-day SR Statewide Meeting
- Implement distance learning strategies
- Coordinate with other state and national organizations to share and improve resources
- Continue listserv 2-3 times a month
- Develop a directory of all the funded SR programs to post on CCFC and CHCFC websites
- Strategy: Direct Technical Assistance
  - Deliverables
    - Provide direct SR consultation to County Commissions (20% of 2003 funding)
    - Assist with local trainings with County Commissions
    - Update and expand list of SR TA resources (e.g., colleges, associations, local subject area and SR consultants)
- Strategy: Collaboration
  - Deliverables
    - Continue to work collaboratively with First 5 CCFC, CCAFA Sub-Committee, and counties
    - Expand delivery system to include colleges and universities, particularly in Northern CA
    - Coordinate with potential TA networks, agencies, and associations
- Strategy: Evaluation and Reporting
  - Deliverables
    - Conduct monthly teleconferences or meetings with First 5 CCFC SR staff
    - Submit monthly reports
    - Use electronic surveys to evaluate the listserv
    - Conduct on-going evaluations at Regional Meetings
- Budget
  - UCLA Personnel:                 \$255,000  
(equivalent to 5.05 FTE)
  - Trainers/consultants:         \$175,000
  - Operating Expenses:         \$170,000  
(meeting costs, communications, travel, etc.)
  - Indirect Rate 12.5%:         \$ 75,000
    - Total:                         \$675,000

## **Agenda Item 15 – Adjournment**